

APRIL/MAY 2024

**DOCP25B/GECEM24B/DECEM24B — GLOBAL
MARKETING**

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define the market survey.
2. List out the objectives of e.marketing.
3. Define global market.
4. List out the identification foreign markets.
5. Who are global customers?
6. State the need for branding.
7. List out the general functions of packaging.
8. What do you understand by global marketing channels?
9. Give the meaning of international marketing.
10. State the meaning of personal selling.



SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Describe the scope of global marketing.

Or

- (b) State the importance of global marketing.

12. (a) Discuss the nature of joint ventures.

Or

- (b) Explain the strategies to enter the global markets.

13. (a) Draft about the purposes of branding.

Or

- (b) Elaborate the factors influencing the pricing decision.

14. (a) Describe the factors influencing the growth of international packaging.

Or

- (b) Explain the components of physical distribution.

15. (a) Explain the functions of advertising.

Or

- (b) Comment on the AIDAS formula in the sales process.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the steps involved in market research process.

17. Discuss the tools of e.marketing.

18. Explain the factors involved in distribution system of global marketing.

19. Bring out the Factors influencing choice of channel.

20. Explain the advantages and disadvantages of advertising.

